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10/750,451

Application Number

TRANSMIT	ΓAL	Filing Date	December 31, 2003
FORM		First Named Inventor	Ross KONINGSTEIN
(to be used for all correspondence after initial filing)		Group Art Unit	3622
		Examiner Name	Michael Bekerman
Total Number of Pages in This Subrr	ission	Attorney Docket Numbe	Google-41 (GP-099-00-US)
	ENCL	OSURES (check	all that apply)
Fee Transmittal Form		nent Papers (pplication)	After Allowance Communication to Group Appeal Communication to Board
Fee Attached	Drawing		of Appeals and Interferences Appeal Communication to Group
Amendment / Reply	1	g-related Papers	(Appeal Notice, Brief, Reply Brief)
After Final	Petition Petition	to Convert to a	Proprietary Information
Affidavits/declaration(s)	1	nal Application of Attorney, Revocation of Correspondence	Status Letter
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Express Abandonment Request	Termina	l Disclaimer	Other Enclosure(s) (please identify below):
Information Disclosure Statement		t for Refund mber of CD(s)	
Certified Copy of Priority Document(s)	Remarks		
Response to Missing Parts/ Incomplete Application			
Response to Missing Parts under 37 CFR 1.52 or 1.53			
SIGNAT	JRE OF APPLI	CANT, ATTORNEY, OR	AGENT
Firm or Individual name John C. Pokot			
Signature Quin C	. Pohoty	6	
Date February 2, 2000	5		
	CERTIFIC	ATE OF MAILING	
I hereby certify that this correspondence is being deposited mail in an envelope addressed to: Commissioner for Patent	with the United State s, P.O. Box 1450, Ale	s Postal Service with sufficient pos exandria, VA 22313-1450 on this de	atage as first class ate: February 2, 2006
Typed or printed name John Ca Pok	otylo 🗸 🙏		
Signature	10 16 0	nat	February 2, 2006

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Modified PTO/SB/17 (01-03)

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TATRAGE TO A LI		Complete if Known			
FEE TRANS	SWIIIAL	Application Number	10/750,451		
for FY		Filing Date	December 31, 2003		
Effective 12/08/2004. Patent fees are subj		First Named Inventor	Ross KONINGSTEIN		
		Examiner Name	Michael Bekerman		
Applicant claims small entity status.	See 37 CFR 1.27	Art Unit	3622		
TOTAL AMOUNT OF PAYMENT	(\$) 00.00	Attorney Docket No.	Google-41 (GP-099-00-US)		
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(Complete (if applicable) SUBMITTED BY (732) 542-9070 Registration No. 36,242 John C. Pokotylo Name (Print/Type) Telephone February 2, 2006 ohotal Signature

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Attorney Docket No.: Google-41 (GP-099-00-US)

Applicants: Ross KONINGSTEIN et al.

Serial No.: 10/750,451

Filing Date: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR

ADVERTISEMENTS

Examiner: Michael Bekerman

Group Art Unit: 3622

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

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SUBMISSION OF INFORMATION DISCLOSURE STATEMENT UNDER 37 CFR 1.97(c)(1)

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

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This Information Disclosure Statement is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action, but before a final Office Action, a Notice of Allowance, or an action that closes prosecution.

Statement Under 37 C.F.R. § 1.97(e)(1)

Each item of information contained in the Information
Disclosure Statement was first cited in any communication from a
foreign (or international) patent office in a counterpart
foreign (or international) application not more than three
months prior to the filing of the Information Disclosure
Statement.

Respectfully submitted,

February 2, 2006

John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 542-9070

STRAUB & POKOTYLO 620 Tinton Avenue Bldg. B, 2nd Floor Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

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John C. Pokotylo

36,242___ Reg. No.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-41 (GP-099-00-US)

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Each item of information contained in the Information

Disclosure Statement was first cited in any communication from a foreign (or international) patent office in a counterpart foreign (or international) application not more than three months prior to the filing of the Information Disclosure

Statement.

Respectfully submitted,

February 2, 2006

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479

(732) 542-9070

STRAUB & POKOTYLO 620 Tinton Avenue Bldg. B, 2nd Floor Tinton Falls, NJ 07724-3260

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(modified PTC	0/SB/08A)	•		PEBOR E		
			of Commerce lemark Office	Jana So	<u>Complete if Known</u>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Member: Filing Date:	10/750,451 December 31, 2003			
		First Named Inventor:	Ross KONINGSTEIN			
		Group Art Unit:	3622			
				Examiner Name:	Michael Bekerman	
Sheet	1	of	1	Attorney Docket No	Google-41 (GP-099-00-US)	

			U.S. P	PATENT DOCUMENTS	
Examiner Initials*	Cite No.	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	ment Pages, Columns, Lines where relevant Passages or Figures appear
	BS	US 2005/0076017	04-07-2005	REIN et al.	
	ВТ	US 2005/0144067	06-30-2005	FARAHAT et al.	
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Examiner	Cite	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited	Pages, Columns, Lines, Where
Initials*	No.1	Office ³ Number ⁴	MM-DD-YYYY	Document	Relevant Passages or Relevant Figures Appear

Examiner Initials*	Cite No.	Foreign Patent Document Office 3 Number4	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
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Examiner	Date		
Signature	Considered	 	

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

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